

## **P-27: “No Smokes on Me!”**

**Venue:** Schools

**Goal:** Preventing Initiation of Tobacco Use

**Sponsoring Organizations:** Puget Sound ESD 121, Puyallup School District

**Abstract:** The Puyallup School District, in conjunction with The Tobacco Advisory Committee sponsored a multimedia art project called “NO SMOKES ON ME!”. School-based survey data from 1998 and 2000 showed that for Puyallup School District students in all grades there was an approximately ten percentage-point increase in the proportion of youth who had never tried smoking. The intention of the project was to develop student-designed and delivered anti-tobacco messages to reinforce the non-smoking / non-tobacco using norm among all Puyallup students. This project provided staff training and classroom art materials to support the development of the artwork/media messages. Representative artwork from among all Puyallup youth will be chosen for reproduction and mass media use throughout the district. Community partners are supporting the project and will display the created art. This project builds upon existing partnerships between the ESD, school district and community, and attempts to empower youth by creating media messages that are not currently being addressed by the statewide media campaign.

**Recommendations:** Start planning early, and keep youth involved. Ask partners to provide resources, support and additional funds. Get money up-front, and expect that such a project is going to be more expensive than planned.

### **Contact for more information:**

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